

File: N. Gaisch

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NEUCHATEL, 2nd May, 1986

TLX to : Mr. L. Pollak - LEGAL NY

Copies to : Dr. T.S. Osdene - S&T Ric
Dr. J.L. Charles - R&D Ric
Dr. R.B. Seligman - TTG Ric

For Information : Mr. S.C. Darrah
(Internal Mail) Mr. B.B. Brooks

Subject : INGREDIENTS AND ANALOGOUS MATTER

Dear Lee,

This is in response to your telephone call of yesterday in which you asked me to come to the States during the week beginning 26th May, 1986.

(A) Objective(s) :

(1) To evaluate which aspects of product characteristics could give rise to potential PR issues : Scope & magnitude.

(2) To determine which issues - real or imagined - could push administrations into panic legislation (such as DEG in DB) : Degree of importance.

(3) To examine which potential issues could be handled efficiently whenever they might arise, and which could not : Degree of urgency.

(4) What package of actions is necessary in the immediate future to safeguard the Corporation's commercial interests : definition.

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(5) What kind of medium/long term programme should be established : concretisation of ideas.

(6) Who does what and, in particular, who takes the overall responsibility : request to Senior Management

(B) Agenda / timetable for the Meeting :

There is no need for several separate discussions. In fact, the most efficient way to deal with the matter would be to set aside two working days for the preparatory phase and a third day for consolidating the information, at the end of which the results should be presented to Senior Management.

Therefore I would propose to set aside three/four days for a meeting e.g. in New York.

one/two days : Preparatory Phase.

one day : Consolidation and presentation.

half day : Miscellaneous, perhaps actions arising.

(C) What kind of aspects might we wish to consider ?

- Product uniformity in various countries - practicality.
- Distinction between corporate and local brands - utility.
- Product changes over time - uniform corporate position.
- Least common denominator approach - feasibility.

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- Cooperation with authorities / deliberate competitive utilisation of legislative restrictions / commercial options.
- Patent policy in relation to the previous item.
- Ingredient, processing aids, fragrances, solvents, humectants, agricultural chemicals, disinfestants, filter additives, printing dyes, adhesives, - potential problems arising (transparence v/s secrecy).
- Q/A's on ingredients - editing.
- Conventional smoke constituents : tar, SN - coherent position.
- Other analytes (tobacco, MS, SS)- preventive steps.
- Nicotine-related issues - inventory.

Kind regards,

Helmut W. Gaisch
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